**Code of Conduct for private Journalism with PCI**

87. SHRI GHULAM NABI AZAD:
SHRI SANTOSH BAGRODIA:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government are thinking to formulate a Code of Conduct for Private Journalism in association with Press Council of India;

(b) if so, whether Government would consider imposing laws to electronic media companies to restrain from showing controversial, anti-communal, terrorist operations details etc., on TV; and

(c) the steps taken by Government in this regard?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) No, Sir.

(b) and (c) All television programmes transmitted or retransmitted through a cable network, are required to adhere to the provisions of the Programme Code and Advertising Code prescribed under the Cable Television Networks (Regulation) Act, 1995 and the Rules framed thereunder. The Programme Code prohibits carriage of programmes, which, *inter-alia,* are likely to promote, on any ground whatsoever, disharmony between communities or which is likely to disturb the public transquility. Under Sections 19 and 20 of the Act, the Government is empowered to prevent carriage of a programme on a channel on the Cable Network.

**Proposal for compulsory weekly television holiday**

88. SHRI KAILASH JOSHI: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government propose to introduce a compulsory weekly television holiday in view of the damage that television has done to society at large and to families in particular;

(b) if not, the reasons therefor;

(c) whether Government have done media survey on the ill effects of 24 hours television;

(d) if so, the details thereof; and

(e) if not, the reasons therefor?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) No, Sir.

(b) Does not arise.

(c) No such survey has been conducted by the Government.

(d) and (e) Do not arise.

**Launching of the Kashir Channel of Doordarshan**

89. DR. ABRAR AHMED: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that Doordarshan had launched the Kashmir (Kashir) Channel with the sole purpose of nailing Pakistan's lie and integrating the people of the valley with the rest of the country;

(b) whether any survey has been conducted to find out the utility of the channel for which it was set up; and

(c) if so, the details thereof?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) Prasar Bharati has informed that Doordarshan had launched DD Kashir Channel to provide education, information and entertainment to the viewers in Kashmir.

(b) and (c) Prasar Bharati has informed that Doordarshan had got a survey conducted through Media Research Group, New Delhi to assess the viewership of television programmes in Jammu & Kashmir. The findings of the survey indicate that Doordarshan has a predominant reach in all the three Regions of Jammu & Kashmir, as compared to other channels, and that the viewers in J&K have the highest preference for news on Doordarshan. The survey has recommended that telecast of counter propaganda programmes should be increased and more good quality serials and films and film based programmes shown on this channel.